

SMGT4410, Fall 2024, OA01 Syllabus

Course Information

SMGT4410 Fall 2024 OA01
Course Name: Business and Competitive Analysis
<p>Course Details:</p> <p>This course will focus on using a variety of business analysis methods, tools, and techniques to answer important questions regarding the enterprise's ability to compete. The use of competitive analysis assists the decision-makers in understanding and predicting critical market-changing actions that may be taken by competitors. Students will apply scientific and non-scientific methods to interpret information, produce insightful competitive intelligence analysis and create action recommendations for decision-makers.</p> <p>Course Outcomes: Upon successful completion of this course, you will be able to:</p> <ul style="list-style-type: none"> • Utilize the methodology, tools and techniques presented in the course to conduct a complete environmental analysis • Formulate a clear description of a business's challenge(s) using the data from the environmental analysis. • Propose and defend creative yet practical alternatives designed to solve the business's challenges. • Propose a solution to the business challenge for the organization using the selected strategy. • Defend the proposed business solution.
Course Start/End Dates: September 4 th , 2024 – December 9 th , 2024
Delivery Method: In- Person
Day, Time, Location: Monday/Wednesday 11:00 am – 12:50 pm (Syncen 210)

Instructor Information

Name: Dr.Toktam Salari
Office Location: CC210
Contact Information: TOKTAMS@nait.ca
<p>Availability for Student Support:</p> <p>Consultation Availability: I am available for consultations at mutually convenient times; please notify me via email at least one day in advance.</p> <p>Monday: 15:00–17:00</p> <p>Wednesday: 16:00–18:00</p> <p>Friday: 13:00–14:00</p>

Learning Resources

Required Learning Materials: https://hbsp.harvard.edu/import/1180841
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Technology Requirements

JRSSB Minimum Requirements: Students in any JRSSB course should have the minimum technology requirements as specified in the Course Outline.
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Assessments | Evaluation

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1	September 2 Labour Day	3 Term starts GT4410, Fall 202	4 Course Introduction/Case Based Learning	5	6
2	9 Case Method SWOT/Porter's 5 Forces Analysis	10	11 Anatomy of a Competition Presentation	12	13
3	16 Nine Forces Introduction	17	18 Nine Forces /VRIO Application Walmart	19	20
4	23 Critical Success Factors/Driving Forces	24	25 -Critical Success Factors/Driving Forces Application - Case 1A (Helga Wear)	26	27
5	30 Case 1B (ZGM)	October 1	2 Case 2A (Membertou First Nation)	3	4
6	7 Case 2B (Munroe Homes)	8	9 Business Model – Competitive Positioning	10	11
7	14 Thanksgiving Day NAIT Closed	15	16 Business Model – Competitive Positioning Application	17	18
8	21 Case 3A (Cyrus)	22	23 Case 3B (Big Brothers / Big Sisters)	24	25
9	28 Supply Chain / Benchmarking	29	30 Supply Chain / Benchmarking Application	31	November 1
10	4 Case 4B (Sonos)	5	6 Strategic Relationship / Corporate Reputation Case 4A (Toy Box)	7	8 Fall Break
11	11 Fall Break	12 Fall Break	13 Fall Break	14	15
12	18 Strategic Relationship / Corporate Reputation Application	19	20 Case 5B (Chick-Fil-A)	21	22
13	25 Case 5A (Auto Nation)	26	27 ARCH – Linch Pin	28	29
14	December 2 ARCH – Linch Pin Application	3	4 Case 6B (General Motors)	5	6
15	9 Case 6A (Porsche)	10	11	12	13
			← Coordinated Assessment Period →		

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<i>Name: Group Presentations (six) (Weighting: 50%)</i>
<p><i>Details:</i></p> <p>Group Presentation Assignment</p> <p>Each team of three or four students will be required to make a 20 min professional quality case presentation based on the assigned case. This presentation will be followed by a 5 min question period.</p> <p>This presentation will be accompanied by a professional quality PowerPoint to be submitted in the Assignment drop box prior to the assigned due date. The group portion of this presentation accounts for 50% of the course grade. Students should carefully review the group presentation grading rubric in this section and address any questions to the instructor prior to the presentation.</p> <p>See Brightspace for detailed rubric.</p>
<i>Name: Individual Presentation Mark (six) (Weighting: 30%)</i>
<p><i>Details:</i></p> <p>Individual Presentation Assignment</p> <p>Student presentation skills will be individually assessed as part of the course grade. Individual presentation grades will account for 30% of the course grade. Students should carefully review the individual presentation grading rubric in this section and address any questions to the instructor prior to the presentation.</p> <p>See Brightspace for detailed rubric.</p>
<i>Name: Class Discussion (Weighting: 20%)</i>
<p><i>Details:</i></p> <p>Class Discussion / Questions</p> <p>Students are expected to read all cases assigned and be prepared to discuss them in class. Students who are not presenting will be graded on their contribution to discussion, especially as it relates to asking high quality questions of the presenting teams in the question period. Grades for contribution will make up 20% of the course grade. Students should carefully review the group discussion grading rubric in this section and address any questions to the instructor prior to the presentation.</p> <p>See Brightspace for detailed rubric.</p>

Other Details

<p>Academic Integrity:</p> <p>According to Academic Integrity Procedure (2023):</p> <p>Academic Integrity is defined as a commitment, even in the face of adversity, to six fundamental values in the Learning Environment: honesty, trust, fairness, respect, responsibility, and courage.</p> <p>Academic Integrity is critical to the educational mission of NAIT. NAIT programs and courses are based on specific learning outcomes that students are required to achieve. Programs and courses offer regular Assessments (tests, assignments, practical exams, etc.) to assess student learning. These evaluations allow students to demonstrate their ability to achieve the outcomes and require a student to achieve a certain level of competency to be given credit for a course. (SR 2.0, Section 1, 2023).</p> <p>Academic misconduct is an offense against academic integrity and will be sanctioned as per NAIT's Academic Misconduct procedure.</p> <p>Every NAIT student must complete NAIT Modules on Academic Integrity for your awareness and to increase your knowledge as to the expectations – knowledge that is critical to your success.</p> <p>Student Responsibility: It is expected that students will be responsible citizens of the Institute by following the Student Rights and Responsibilities Policy (SR 1.0) (2021). As such, each student will assist in the preservation of</p>
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SMGT4410, Fall 2024, OA01 Syllabus

Institute property and assume responsibility for their education by staying informed of and abiding by academic requirements and policies; demonstrate respect toward others; and meet expectations concerning attendance, assignments, deadlines, and appointments. ([Student Rights and Responsibilities Policy, SR 1.0., 2021](#))

Equity, Diversity and Inclusion: NAIT is committed to advancing equity and to actively and intentionally creating learning environments that promote a sense of belonging and dignity that ensure all people are safe, respected and valued. Acknowledging that every member of the NAIT community has a role in and responsibility to this work, NAIT provides the resources and support necessary for programs, departments and individuals to champion equity, diversity and inclusion and address barriers in meaningful ways.

Territorial Acknowledgement: At NAIT, we honour and acknowledge that the land on which we learn, work and live is Treaty Six territory. We seek to learn from history and the lessons that have come before us, and to draw on the wisdom of the First Peoples in Canada. Only through learning can we move forward in truth and reconciliation, and to a better future together.

Accessibility and Universal Design for Learning: This course will be delivered according to the principles of Universal Design for Learning.

Multiple Means of Representation: Material will be presented in multiple formats including text, lecture, small group discussions and coaching.

Multiple Means of Engagement: Students will work both individually and in groups allowing for flexibility in contribution to final submissions. Students will be encouraged to form diverse groups to take advantage of varied skills and aptitudes.

Multiple Means of Action and Expression: This is a presentation and discussion-based class ideally suited to students who prefer to demonstrate their knowledge orally and those who would like to pursue mastery of oral presenting.

Class Participation: **Class attendance is mandatory.**

In SMGT4410, students are required to actively engage in the learning process. Because this course is entirely case based, students are expected to come prepared for class. **There will be group work and or presentations in every class, so attendance is mandatory. It is not possible to be successful in this class without near perfect attendance. All grades are earned in class in real time.**

Cases are complex and require advanced preparation to maximize the skill development and learning opportunity in class. It is your responsibility to come to class prepared. Questions may be provided as guidelines when you are reading and thinking about the case.

Student Engagement Expectations: At NAIT, every 3 credits represent a total of 135 learning hours (note this does not include WIL Courses). This includes scheduled learning hours (classroom time, labs, shops, etc.) in various settings (face-to-face, blended, hyflex, remote-live, and remote on-demand) and student self-directed learning. Self-directed learning is defined as students engaging with course content on their own outside of scheduled class time. In a 15-week term, students are expected to spend approximately 9 hours per week on scheduled and self-directed learning (for each 3 credit course, 18 hours for a 6 credit course). Please note that the scheduled hours can be affected by the number of holidays in a term.

Use of AI

Use not Permitted

For the assignments/assessments in this course, the use of any Generative Artificial Intelligence (AI) tools is not permitted. The assignments/assessments are intended to measure each student's ability to generate their own work. Your unique comprehension and interpretation of the course content must be demonstrated in order to be successful. Using prohibited resources will be considered academic misconduct and be addressed following the [SR 2.1 Academic Misconduct Procedure](#).

Online Synchronous Learning

Please note that any synchronous learning session, including any questions or comments submitted by students during such sessions, may be recorded and made available to students following completion of the session(s). This collection of personal information is carried out pursuant to section 33(c) of the Alberta *Freedom of Information and Protection of Privacy Act*, for the purpose of providing reference materials for students while studying, or for the

SMGT4410, Fall 2024, OA01 Syllabus

purpose of assisting students who require medical or other accommodations. If you have any questions regarding the collection and use of this personal information, please contact:

Student Resolution Office

NAIT Main Campus | 11762-106 Street NW, Edmonton, AB T5G 2R1

Tel: 780-378-6136 | Email: resolutions@nait.ca

Student Support

Your instructor should always be your first point of contact for items concerning course content, navigating Brightspace, timelines, assessment instructions, expectations, and grading.

Learning Services offers a variety of supports to help you develop your learning skills and achieve your full potential. Learn more about the services and what they have to offer for everyone at NAIT. Please see https://nait.service-now.com/ltc_ls for more information.

Library Services: The NAIT Library is a hub of learning, exploring, and creating. They support the NAIT community through access to resources, collaborative and exploratory spaces, cutting edge technology, and programming that supports academic excellence and lifelong learning. See <https://library.nait.ca/ls> for more information.

Information Technology Services (ITS): Connect with IT Services for technical support related to device issues and for support during an online assessment/examination. <https://www.nait.ca/itspublic> get help | 780.471.8624

The JR Shaw Business Information Centre (BIC) is our centralized unit providing students with support for all JR Shaw School of Business programs. Our Program Specialists (student advisors) can assist in providing general information and program specific administrative and advising supports.

Phone: 780.471.8998 | E-mail: businfo@nait.ca | Location: CAT 301 | https://bic.nait.ca/support_centre